

DASCOM Solution News

Case study of DASCOM Europe GmbH

Issue Z/2022

DASCOM card printer produces purchase vouchers

The Dascom DC-7600 supports the city of Wels in its marketing activities

The customer

The city of Wels in the Alpine foothills of Upper Austria is an industrial city with a thriving exhibition centre. As a magnet for exhibitions with some 500,000 visitors per year, it ranks as Austria's third biggest trade show location. This historic city with its population of roughly 63,000 also carries out intensive marketing activities and

has established a voucher payment system with the aim of keeping local purchasing power in the city. Wels Marketing & Tourismus GmbH successfully combines retail, gastronomy and the service sector.



its high output. Over 140 cards can be printed per hour with no fuss at all. High productivity and unbeatable ease of handling – the DC-7600 impresses in every department.

DC-7600 prints on many materials

The DC-7600 isn't fussy: it can process cards made of different materials - ranging from PVC and PET via polycarbonate to ABS. With dimensions of 85.6 x 53.98, standard ISO ID-1/CR-80 formats

New voucher terminal in Wels using the DC-7600

Vouchers are a popular regional marketing tool because they stop local purchasing power from going elsewhere. With its Wels Card, the city of Wels has started a new chapter in the development of voucher systems. The vouchers are issued using a self-service system which is available around the clock. This system is thus completely contactless and independent of opening hours. Customers are of course at liberty to design their own vouchers. This is all rendered possible by the DASCOM DC-7600 card printer, which, in combination with PC and touchscreen, has realized a new form of payment.

DC-7600 card printer integrated in terminal

The ANA-U and CSS-Card Solution Services companies pooled their resources to integrate the DC-7600 printer into the device, which consists of a camera in addition to a PC and touchscreen. The DC-7600 started printing out vouchers worth 100,000 euros from the outset, bringing a glittering success to the city of Wels.

Design your own vouchers with the DC-7600

It is its flexibility and creativity that make the voucher terminal in Wels so special: customers

can add personalized text and a photo to the voucher. Voucher cards are available in different versions for this purpose. The voucher balance is stored on the card in a barcode and the corresponding amount deducted once a purchase has been made. The process uses an online payment system. A QR code and magnetic strip are used for identification purposes. Voucher balances are assigned to the relevant voucher cards in this way.

Highest quality retransfer printing technology from DASCOM

The Retransfer printing technology with which the DC-7600 never fails to impress is the next developmental stage in card printing. This technique is suitable for full-surface, over-the-edge printing and improves reliability. Due to the high resolution, the DASCOM card printer can reproduce high-quality (600 dpi) micro fonts, complex barcodes and detailed images. It also impresses with



can accordingly be processed. The smoothing mechanism installed as standard also guarantees perfectly flat card surfaces, even if the card itself has an uneven surface.

The voucher payment system in the Austrian city of Wels has successfully established a new payment currency with the DC-7600 printer from DASCOM. However it is used – as a shopping, concert or leisure card – it's now child's play to give the gift of happiness in Wels at any time of the day or night.

Card printers from DASCOM – reliable and flexible

The DC-7600: brilliant colours and full-surface printing

Excellent print quality and watermarks

Retransfer printing technology is the next developmental stage in card printing. The image is first printed on a film and then transferred from the film to the card. This technique is suitable for full-surface, over-the-edge printing and improves reliability. Due to the high resolution of the printers, micro fonts, complex barcodes and detailed images can be reproduced in high quality. By using YMCKH colour ribbons, customised watermarks and logos can be achieved quickly and at reasonable value as extra safety features.

High productivity and easy handling

With an output of 144 cards per hour for single-sided colour printing, the DASCOM printer is ideal for medium to large-scale batches. Inserting the consumable materials is child's play. Both the YMCK ribbons and the transfer ribbon are optimally matched to each other and thus enable the unsupervised printing of up to 250 cards at a time.

Easy connection

The printer has a USB interface as standard. The standard scope of delivery also includes an Ethernet interface, which enables use within a network.

A wide range of cards

The DC-7600 can process cards made of different materials – ranging from PVC and PET via polycarbonate to ABS. With dimensions of 85.6 x 53.98, standard ISO ID-1/CR-80 formats can accordingly be processed, while the bending device installed as standard also ensures perfectly flat cards – even with double-sided printing.

Creating cards with the DASCOM CardEditor software

With the basic version of the DASCOM CardEditor software, which is supplied as standard, users can intuitively create a range of layouts.

The highlights at a glance:

- High-resolution printing with 600 dpi
- Fast printing for large print jobs
- Full over-the-edge card printing
- High-capacity card feeder for up to 250 cards
- Integrated encoder for MIFARE



DASCOM DC-7600

The products of DASCOM Europe GmbH:

Dot-matrix printers

Innovative all-rounders.

The right decision if you need to print quickly, cost-effectively and in large volumes with carbon copies.

Flatbed Printer

Strong guys.

Whether multiple sets or continuous forms, perfect for recipes, receipts, application forms, invoices, loading lists, etc.

Thermal printers

Robust and compact.

Suitable in several areas such as production, medical supplies or trade for a wide variety of uses.

Mobile printers

The work place professionals.

Compact in size, well thought out details, cost-effective basic model with numerous upgrade features.

Card printers

Fast and reliable.

Whether company cards, loyalty cards or cashless payments – the right cards have to meet many requirements.

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